

Message Text

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17

ACTION AF-05

INFO OCT-01 ISO-00 EB-11 RSC-01 DRC-01 /019 W

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R 190710Z JUN 74

FM AMEMBASSY LUSAKA

TO SECSTATE WASHDC 328

USDOC WASHDC

UNCLAS LUSAKA 1251

E.O. 11652: N/A

TAGS: BEXP, ZA

SUBJ: PROPOSED FY 1976 EVENT SCHEDULE

REF: A-4090, MAY 21, 1974

1. WITH INCLUSION OF PROPOSALS IN STATE A-4090, WE NOW HAVE

FOLLOWING TRADE PROMOTION EVENTS SCHEDULED OR TENTATIVELY SCHEDULED FOR NEXT TWO YEARS.

A) AUGUST 1974: FOOD PROCESSING AND PACKAGING EQUIPMENT CATALOG SHOW.

B) MAY 1975: TRANSPORT AND CONSTRUCTION EQUIPMENT TRADE MISSION.

C) NOVEMBER 1975: METAL WORKING AND FINISHING EQUIPMENT TRADE MISSION.

D) FEBRUARY 1976: BUILDING AND CONSTRUCTION MACHINERY AND SUPPLIES CATALOG SHOW.

E. APRIL 1976: BUSINESS EQUIPMENT CATALOG SHOW.

2. THIS SCHEDULE SUITABLE TO OUR PURPOSES HERE, ADAPTED TO MARKET, AND WITHIN EMBASSY CAPABILITIES.

3. WISH PROPOSE FOLLOWING MODIFICATION OF FEBRUARY 1976 BUILDING AND CONSTRUCTION MACHINERY AND SUPPLIES CATALOG

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SHOW: INSTEAD OF MOUNTING SHOW IN USUAL MANNER, BELIEVE

IT WOULD BE EFFECTIVE DISPLAY CATALOGS IN NEW EMBASSY
COMMERCIAL LIBRARY AND EMBASSY LOBBY. WOULD HOLD RECEPTION
AT EMBASSY FOR REPS OF LEADING BUILDING AND CONSTRUCTION
FIRMS (OF WHICH ZAMBIA HAS VERY FEW) AND APPROPRIATE
GOVERNMENT OFFICES AND INSTITUTIONS AND FOLLOW UP WITH
SERIES OF PERSONAL CALLS ON THOSE FIRMS AND OFFICES BY
EMBASSY STAFF. THIS METHOD SHOULD REDUCE USUAL COST OF
SHOW WHILE FAMILIARIZING IMPORTANT SECTOR OF ECONOMY MORE
CLOSELY WITH COMMERCIAL SERVICES, FACILITIES AND STAFF OF
EMBASSY. WOULD HOPE IT WOULD REINFORCE LONGER-TERM EFFECT
OF SHOW.

WILKOWSKI

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